



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Shelby, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Up and Coming Families	26.1%	Population		183,548	219,096
Midland Crowd	17.1%	Households		70,926	85,283
Suburban Splendor	11.5%	Families		51,873	61,402
Enterprising Professionals	7.0%	Median Age		36.5	37.6
Southern Satellites	6.8%	Median Household Income		\$66,467	\$76,773

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	109	\$3,003.14	\$213,000,416
Men's	114	\$563.77	\$39,985,867
Women's	103	\$991.52	\$70,324,481
Children's	120	\$526.53	\$37,344,674
Footwear	95	\$485.15	\$34,410,085
Watches & Jewelry	125	\$246.38	\$17,474,739
Apparel Products and Services ¹	128	\$189.78	\$13,460,570
Computer			
Computers and Hardware for Home Use	123	\$268.99	\$19,078,141
Software and Accessories for Home Use	125	\$37.35	\$2,648,872
Entertainment & Recreation	125	\$4,275.66	\$303,255,654
Fees and Admissions	124	\$757.45	\$53,722,724
Membership Fees for Clubs ²	124	\$196.93	\$13,967,554
Fees for Participant Sports, excl. Trips	125	\$141.27	\$10,019,489
Admission to Movie/Theatre/Opera/Ballet	118	\$176.42	\$12,512,758
Admission to Sporting Events, excl. Trips	130	\$74.74	\$5,301,102
Fees for Recreational Lessons	129	\$168.09	\$11,921,821
TV/Video/Sound Equipment	120	\$1,398.98	\$99,223,775
Community Antenna or Cable Television	119	\$793.99	\$56,314,859
Color Televisions	124	\$171.32	\$12,150,992
VCRs, Video Cameras, and DVD Players	124	\$48.08	\$3,410,013
Video Cassettes and DVDs	122	\$74.32	\$5,271,200
Video Game Hardware and Software	125	\$41.07	\$2,912,619
Satellite Dishes	126	\$1.94	\$137,462
Rental of Video Cassettes and DVDs	123	\$73.66	\$5,224,361
Sound Equipment ³	119	\$188.16	\$13,345,660
Rental and Repair of TV/Sound Equipment	111	\$6.44	\$456,609
Pets	129	\$565.96	\$40,141,371
Toys and Games	126	\$227.96	\$16,168,368
Recreational Vehicles and Fees ⁴	139	\$632.00	\$44,825,476
Sports/Recreation/Exercise Equipment ⁵	118	\$272.27	\$19,310,771
Photo Equipment and Supplies ⁶	125	\$172.05	\$12,202,496
Reading ⁷	117	\$249.00	\$17,660,673
Food	120	\$10,098.16	\$716,221,915
Food at Home	119	\$6,002.30	\$425,719,434
Bakery and Cereal Products	119	\$857.24	\$60,800,584
Meat, Poultry, Fish, and Eggs	119	\$1,570.37	\$111,379,752
Dairy Products	119	\$654.03	\$46,387,856
Fruit and Vegetables	117	\$1,026.64	\$72,815,144
Snacks and Other Food at Home ⁸	121	\$1,894.03	\$134,336,098
Food Away from Home	121	\$4,095.85	\$290,502,481
Alcoholic Beverages	116	\$714.26	\$50,659,621
Nonalcoholic Beverages at Home	120	\$523.79	\$37,150,233



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	119	\$1,771.08	\$125,615,529
Vehicle Loans	133	\$8,149.22	\$577,991,909
Health			
Nonprescription Drugs	119	\$144.83	\$10,272,087
Prescription Drugs	119	\$688.12	\$48,805,791
Eyeglasses and Contact Lenses	122	\$101.26	\$7,181,876
Home			
Mortgage Payment and Basics ⁹	135	\$11,734.51	\$832,282,037
Maintenance and Remodeling Services	127	\$2,504.61	\$177,641,930
Maintenance and Remodeling Materials ¹⁰	135	\$506.83	\$35,947,495
Utilities, Fuel, and Public Services	122	\$5,359.97	\$380,161,228
Household Furnishings and Equipment			
Household Textiles ¹¹	125	\$173.39	\$12,297,664
Furniture	128	\$821.51	\$58,266,122
Floor Coverings	125	\$113.47	\$8,048,185
Major Appliances ¹²	126	\$370.66	\$26,289,478
Housewares ¹³	117	\$122.47	\$8,686,238
Small Appliances	118	\$43.62	\$3,093,463
Luggage	123	\$12.65	\$897,024
Telephones and Accessories	105	\$49.94	\$3,541,812
Household Operations			
Child Care	132	\$555.11	\$39,371,671
Lawn and Garden ¹⁴	128	\$571.41	\$40,527,658
Moving/Storage/Freight Express	118	\$62.97	\$4,466,211
Housekeeping Supplies ¹⁵	122	\$938.37	\$66,554,635
Insurance			
Owners and Renters Insurance	133	\$635.20	\$45,052,480
Vehicle Insurance	123	\$1,800.95	\$127,734,384
Life/Other Insurance	127	\$813.76	\$57,716,846
Health Insurance	120	\$2,357.51	\$167,208,891
Personal Care Products ¹⁶	121	\$572.79	\$40,625,845
School Books and Supplies ¹⁷	114	\$138.12	\$9,796,208
Smoking Products	115	\$556.86	\$39,495,522
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	128	\$7,369.68	\$522,702,231
Gasoline and Motor Oil	125	\$2,548.83	\$180,778,523
Vehicle Maintenance and Repairs	123	\$1,316.53	\$93,376,047
Travel			
Airline Fares	120	\$491.97	\$34,893,145
Lodging on Trips	124	\$506.04	\$35,891,699
Auto/Truck/Van Rental on Trips	124	\$54.20	\$3,844,194
Food and Drink on Trips	124	\$581.76	\$41,261,713

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.